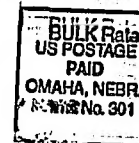


Features ▼  
**THE COMPUTER GUY**  
Pete Wetzel returns to  
explain the technology fee.

Page 5  
Opinion ▼  
**IMPEACHMENT TRIAL**  
Columnist Stephen Croucher  
is sick and tired of it all.

Page 4  
NEBRASKA STATE HISTORICAL SOCIETY  
PO BOX 82554  
LINCOLN, NE 68501  
Team is on F-I-K-E.



<b>Today</b> Hazy	<b>Wednesday</b> Partly Cloudy	<b>Thursday</b> Partly Cloudy
▲ 36 ▼ 29	▲ 53 ▼ 28	▲ 48 ▼ 24

# The Gateway

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Tuesday, February 2, 1999

The University of Nebraska at Omaha's Student Newspaper

Established 1913 Volume 99 Issue 36

## UNO-TV Wins For Quality

Nathan Dobbs  
Staff Writer

Despite hundreds of television channels becoming available, quality, award winning television is not a thing of the past at UNO's KYNE.

The Communicator Awards Television Commercials/Programs/News and Video/Film competition presented UNO television with two awards for 1998.

In the museum category UNO television received an award of distinction for "The Shrine and the Scrolls." This video was produced in conjunction with the Israel Museum in Jerusalem, and was not aired on television.

In the broadcast/documentary category, the station received a crystal award of excellence for "The War Comes To Nebraska."

David C. Rotterman, a staff member and producer at UNO, produced, directed and wrote "The Shrine and the Scrolls," a 15-minute long video produced in both English and Spanish.

The video dives into the history of the Dead Sea Scrolls and touches upon the new research being done on the ancient texts.

A much longer documentary, "The War Comes To Nebraska," is a 90-minute piece looking at World War II, and the important role Nebraska played on the home front. It was produced by UNO Television and broadcast on the Nebraska ETV Network. The program was produced by KYNE's Executive Producer, Gary Repair. Repair co-wrote the program with former professor Robert T. Reilly.

"KYNE produces mostly documentaries which are then aired

see UNO-TV, page 6

## APC Members Appointed

Senate inducted members of the Athletic Programming Committee (APC) Thursday evening. This committee's goal is to promote involvement in UNO athletic events. APC will be chaired by Paul Berger.

Other members will include Kent Cisar, Cat Eldridge, Chris Kenney, Joel Richter and Koree Taylor.

## Campus Architect Presents Building Forecast

Dustin Pappas  
News Editor

The addition of a "significant" theater to the Del and Louann Weber Fine Arts building is just one of the projects University Architect Dave Irvin sees in UNO's future.

Such an addition would not be

funded by state dollars, yet when discussing this plan to UNO Student Government Thursday evening, Irvin said there is a "very, very, very good chance" the community will see the addition within six years.

UNO's 4-6 year plan also includes renovations to Allwine Hall, Arts and Sciences Hall, and

possibly the renovation of Engineering, which may be used by the College of Public Affairs and Community Service, once Engineering leaves.

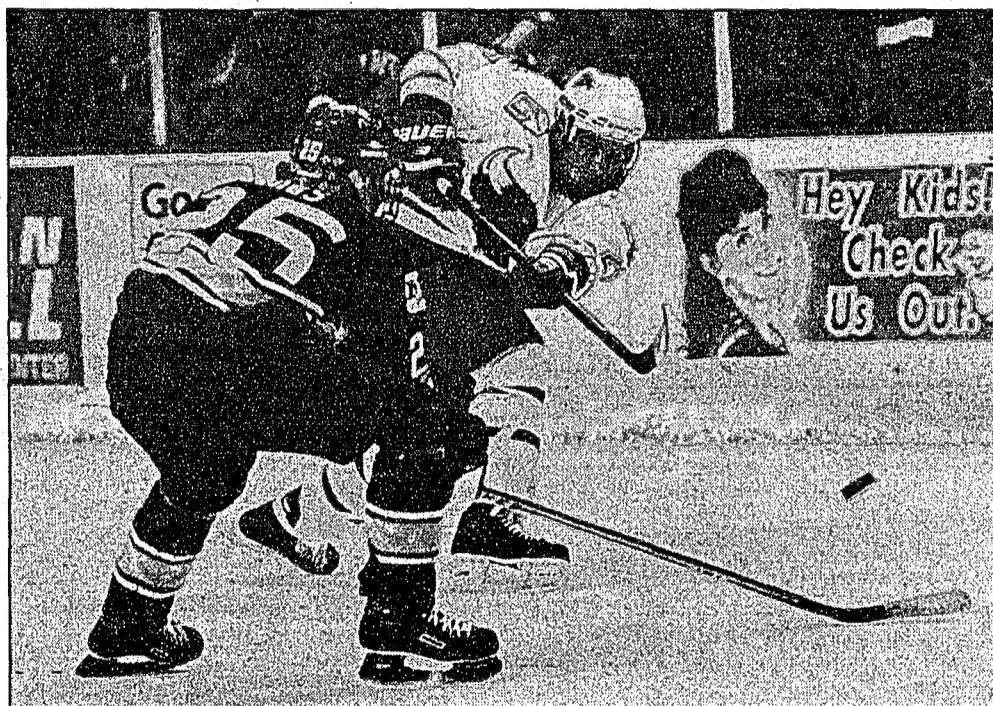
Renovations to the Sapp Fieldhouse arena may also be possible.

Irvin seeks private funds in order to expand the resources in

the UNO Library to make it "more of a learning center, with more computers and group project rooms."

These renovations and the potential for increased housing, Irvin said, have a big role in creating a greater sense of community on campus.

## Hockey Splits The Falls Friday, Saturday



CM Chris Machlan

Maverick No. 27 Billy Pugliese slaps the puck Saturday night past No. 25 Colin Rows of the Niagara Purple Eagles. The Mavs lost to Niagara Friday night, but went on to beat the Purple Eagles Saturday night. For coverage of those two games and other weekend Maverick sports, turn to page 10.

## Anorexia and Bulimia: What's the Difference?

Eve McLain  
Staff Writer

Women with bones protruding through a thin layer of flesh. This image is so frequently portrayed in magazines or on television, it has become the "normal" and desirable image for some people. Trying to attain this body image causes some people to develop eating disorders.

An eating disorder may also develop as a way for a person to cope with or avoid events or feelings in their life, such as inadequacy, depression, anxiety, loneliness or family problems. It may also be a way for a person to feel control or numb themselves from pain or fear.

Cathy Pettid, a counselor for

UNO University Division Counseling, agrees. She said eating disorders stem out of certain conditions in life. Some people experience trauma leading to depression. "(They) look to food as a way of getting control and then food takes on another role."

Whatever the cause, the attitudes those with eating disorders have about food and their weight and body shape causes them to have very strict eating and exercise habits that jeopardize their health, happiness, and safety.

Eating disorders may begin as a way to lose a few pounds or get in shape, but these behaviors can quickly become obsessions and turn into a full-blown eating disorder, according to a EDAP pamphlet.

Anorexia, bulimia and binge-eating /compulsive overeating are all classified as eating disorders.

Anorexia is the act of self-starvation and refusal to eat. It is also a person's refusal to maintain a weight, healthy or normal for their age, size, height, and activity level. People with anorexia have an intense fear of being fat in spite of excessive weight loss.

Bulimia is a cycle of binge-eating and purging. A large amount of food is consumed in a short period of time, then the food is expelled from the body through vomiting, laxative use, or excessive exercising.

Binge-eating/compulsive overeating is the consumption of a large amount of food in a short amount of time. It's impulsive or

see DISORDERS, page 7

## UNO Students Awarded NASA Scholarships

Jessie Calvert  
Staff Writer

UNO students Mary Schaffart and Karisa Kane, as well as faculty advisor Michaela Schaaf, attended a recent nation wide aviation seminar in Washington, D.C.

Schaffart and Kane were awarded a scholarship from a selection committee at NASA Nebraska Space Grant Consortium.

Schaffart and Kane are both graduate students at UNO who are minoring in aviation and majoring in public administration in the Institute of Aviation. Their strong educational backing in the area of public administration was helpful with this year's theme, "In the Pursuit of Safety."

"There was a great mix of both public administration and aviation offered. We felt unique because we were one of the few students (65 total) who were actually studying public administration, so this made us feel more prepared," Schaaf said.

In addition to attending the seminar, the three women got the chance to visit with the National Transportation Safety Board, the Federal Aviation Administration, Sen. Bob Kerrey (D-Neb.) and sit in on the swearing in of the 100 U.S. Senators for the impeachment trial for President Clinton.

"We went to Bob Kerrey's office and got tickets to go to the trial. It was very cool to be there. It was so weird to be there and see all of the Congress walk in. It's like you see them on TV but now we were actually there," Schaaf said.

Another activity taking the women away from their normal site seeing was a tour of the National Airport.

"The labs were really cool.

see AVIATION, page 5

## NASA Gives Cash for Nothing

Dustin Pappas  
News Editor

The NASA Nebraska Space Grant is awarding four \$100 prizes to those bold enough to answer these three questions:

- Describe the aerospace world of the year 2040 in terms of aeronautics and space.

- Describe NASA's role in that world.
- Describe what NASA should be doing now to get there.

Faculty, college students, K-12 students and general public are welcome to participate.

One award will be allotted to the best response from each category.

Mail entries to:

Micheala Schaaf,  
NASA Space  
Grant Consortium,  
UNO Allwine Hall,  
Room 442

E-mail:  
nasa@unomaha.edu

## UNO INFORMATION PHONES



- Campus Security
- Faculty & Staff locations
- Campus phone numbers
- General information

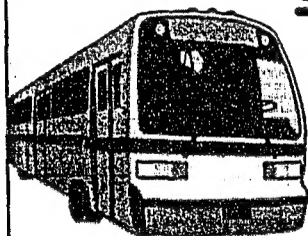
For your safety and convenience there is at least one **CAMPUS PHONE** in each major building.

\*The information operator is ready to assist you. You can also stop by the information window in Eppley Administration Building for information, free notary services, schedules, brochures, etc.

Campus Security can be reached at **x4-2648** from all campus phones.

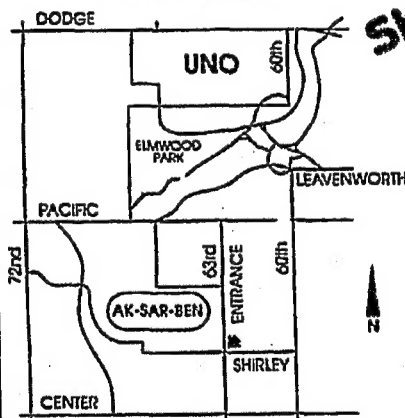
You can also call 911 or Campus Security at (554-2648 or 554-2911) from 33 campus pay phones **FREE**.

## SHUTTLE BUS:



**Park for Free!  
Use the Shuttle Bus!**

**No Permit  
Required!**



The shuttle bus is running between Ak-Sar-Ben and the UNO campus beginning at 6:30 am Monday through Friday when classes are in session, starting January 11, every fifteen minutes or less.

The last bus departs campus at 6:00pm for Ak-Sar-Ben. Access to Ak-Sar-Ben is through the 63rd & Shirley St. gate and the buses will load/unload in the gate area. The shuttle buses are accessible to the disabled. Parking permits are not required when parking at Ak-Sar-Ben.

The shuttle service is also available for Faculty and Staff use.

The possession of a parking permit does not guarantee a legal parking space on campus. All questions should be directed to Campus Security at 554-2648.

Use the phone to report Emergencies or to contact Campus Security for other assistance.

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phones located:**

N.E. of ASH  
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NW corner of lot V  
SE of Library

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## UNO Professor Helps Turn Students Into Decathletes

Tony Dreibus  
Senior Staff Writer

A packed auditorium and loud boisterous students are what one might expect from a sporting event or possibly a rock concert. But from an academic decathlon?

"I have been to pro sporting events, college sporting events and high school sporting events, and nothing is as loud as the super quiz," said John Anstey, associate professor of management and marketing and state director of the academic decathlon.

Born and raised on a farm near Cumberland, Iowa, a small town about 80 miles east of Omaha, Anstey received his bachelor's from UNO in 1966, and attended the University of Arkansas to get his master's degree and doctorate. "I didn't meet the Clintons while I was there," he joked.

Anstey came to UNO as an assistant professor of management in 1969, the first year it was called the University of Nebraska at Omaha.

For 30 years Anstey has taught management, finance, accounting, mar-

keting and economics. "It's the love of education that keeps me teaching," he said.

The academic decathlon seems to keep him busy as well. The event has been held at UNO

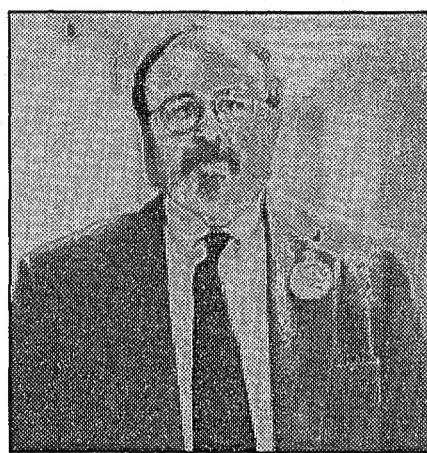
since 1986, and Anstey has spent literally thousands of hours of volunteer time on the decathlon.

About 700 volunteers work alongside Anstey, and the Nebraska decathlon is the only one in the nation that is completely run by volunteers. It receives very little support from local business and no state support at all. Most of the volunteers are Optimists Club members, and also include his wife and three daughters when they are available.

The decathlon is an event pitting high school students from around the state against each other to find out who can answer the most difficult questions from all areas of academia. There are currently 76 schools involved in Nebraska.

Each team, made up of two A level, B level and C level students from each school, begins the decathlon in a regional tournament, divided by size. There are four divisions: large, medium, small and extra small

see ANSTEY, page 3



John Anstey

SH Steve Houlton

## Faculty To Take Pride in UNO

The sixth installment of the advanced orientation series for faculty begins at 9 a.m. today in the Gallery Room of the

Milo Bail Student Center. Thomas Gouttierre, dean of International Studies and Programs, will present what International Studies and

Programs has to offer and how it fits into the greater university structure.

## The Gateway

The Gateway Newspaper  
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Other inquiries or complaints should be directed to the editor. Copies of the Student Publication Committee inquiry/complaint policy are available at the Gateway office.

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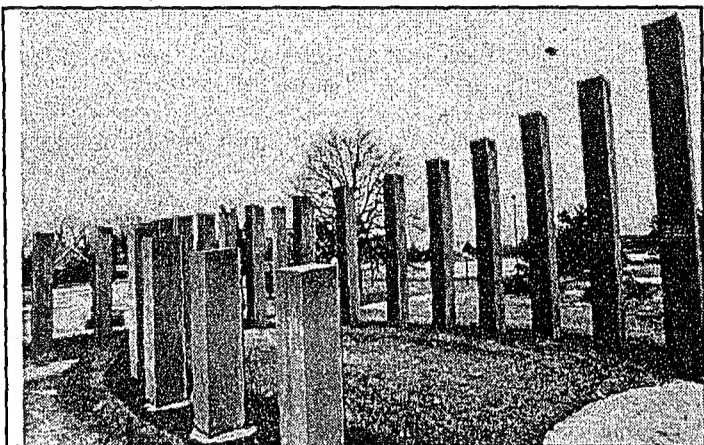


## Get to Know Your Campus

### Question:

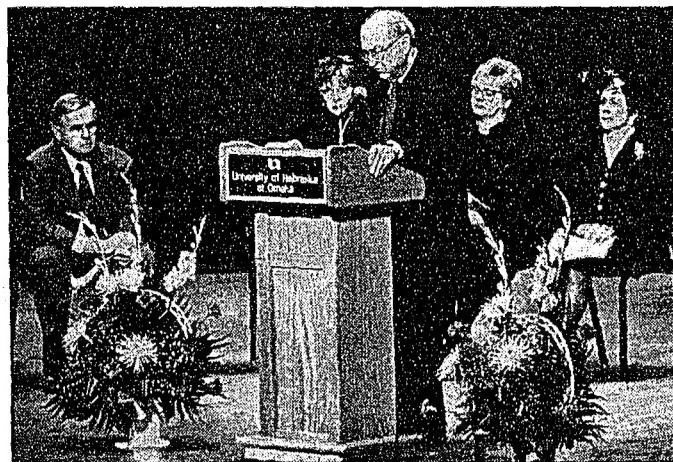
What is that? Where is that? How long has it been there? Who put it there?

All your questions will be answered in the Friday issue of the *Gateway*.



SH Steve Houlton

## A Tribute To A Dean



SH Steve Houlton

A ceremony was held Friday in the Strauss Performing Arts Center to remember Michael Mulder. Mulder died Jan. 2 at the age of 57.

Mulder was the dean of the College of Information Science and Technology at UNO.

Among those in attendance were, from left, Stanley Hille, dean of the College of Business Administration, IBM representative Winnie Callahan, former UNO Chancellor Del Weber (at lectern), University of Nebraska Regent Nancy O'Brien and UNO Chancellor Nancy Belck.

**Spring Break Calendar Correction:** The dates for spring break are incorrect in the graduate and undergraduate catalogs (the spring break dates were changed after the catalogs went to press).

# Spring Break is March 14 -21

Buffy -  
Sorry about  
la

# Need a Ride?

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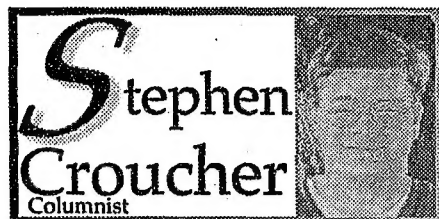


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## Growing Tired Of All This



Once again the U.S. government has screwed up miserably.

Not only have they wasted their time, our time and a lot of money with the impeachment hearings, but they went into closed sessions. If you don't pay attention to government this won't concern you. But it should.

What our senators did, all republicans except for one democrat, was take power and knowledge from the American people. When the republicans voted to go into closed sessions to discuss the ideas of dismissing the case and seeing witnesses, a cowardly act was perpetrated.

The republican leadership didn't want the American people to know what they were up to and that is pathetic.

But we can find out from the press what went on in those closed sessions, right?

Wrong.

There's a law in the U.S. Senate that says senators can not discuss matters brought up during closed meetings, or they will face expulsion. So in reality, our senators, especially republican Chuck Hagel, could have said anything during those sessions and we'll never know.

As a voter this ticks me off. I personally like to know as much as possible

about what our leaders are doing, especially on such an important issue.

Not only is it our job to question authority, we also need to know what they are up to. When these rights are so blatantly taken from us, the American people, we should all be up in arms.

Contact your representatives and senators, let them know what you feel. Flood their telephone lines, fax machines and e-mail accounts with your thoughts. Make them listen to you.

If you don't approve of what the republicans have done over the past few years, with all of these investigations, costing us tax payers millions of dollars a year, don't vote for them in the upcoming election.

We can't reverse the damage they've done, but we can certainly get rid of people like Chuck Hagel and the rest of the republican cronies in Washington by not voting for them. I'll be the first to vow, I will not vote for anyone in the upcoming election who supported this whole mess of the republicans trying to save face.

Use your power, make your voices known. If we don't speak up, they'll continue to walk all over us for as long as they can.

What do you think?



No, I don't pack a gun, but how do they know that?

I was recently at the Douglas County Court House, and as I walked through the metal detector, a buzzing sound went off. The female guard swiped her Hans Solo wand across my body and determined the black buckle on my shoes had set it off. The second metal detector I went through only 15 minutes later screamed it's warning as well, but the guards here didn't seem to care. They let me pass without a second look.

Frightening? I think so.

Topping the charts at only five foot tall and just under 120 pounds, I don't look very threatening, but didn't Jeffrey Dahmer's neighbors say he seemed like a nice man?

Those security guards

could have let a mad man walk through. I say if the court house is going to have metal detectors, they should use them. Didn't they teach these security guards that looks can be deceiving?

Shackles, Chain Gangs and Tents?

Privatizing prisons has become a profitable business. Tent City is a privately owned prison where prisoners are given only the bare essential to live. They even have to pay one dollar a day to eat. They live in tents in a desert where they wear the old time Alcatraz stripes. The warden has even brought back the Chain Gang. Located on the guards' tower is a huge neon sign that reads "VACANCY." I guess there's always room at this inn.

They way prisons should be. We have become so afraid of stripping away the

rights of convicted criminals, we have completely forgotten the meaning of punishment.

Some of these prisoners are murderers and rapists. These people took lives. They broke the law; they forfeited their rights.

Prisoners deserve few things. Water, food, shelter and clothing. They do not deserve recess, a fully equipped gym and cigarettes. They definitely do not deserve to earn a college degree for free while serving time. We are all out here working jobs, or working hard to keep scholarships, and at the same time, these convicted felons are getting college educations for free.

Let's face up to reality, prison isn't Club Med.

What Do You Mean I'm Too Short to Wear the Crown?

I love reading L.M.

Boyd's tid bits of knowledge every week. Did you know that a watermelon is actually a berry, or that our feet give off 25 gallons of perspiration a year? Most disturbing to me is the fact that in order to be Miss America, you must be between five foot six and five foot 10.

Yes, I am short, but does that mean I am any less talented or beautiful than a woman who is the "right" height? I don't think so. I grew up watching the Miss America Pageant, and I still do every once in awhile, but no more will I watch a program that discriminates against petite women. I can wear a bathing suit, walk in heels, do a dance and tell how I will solve world hunger, and all while standing a proud five foot tall.

## Letters To The Editor

Dear Editor,

A "Turd Stir Deluxe" isn't exactly how I would characterize Curt Meyer's contributions to The Gateway, but it comes close enough. They're your words, Curt. I guess we can agree on some things.

I've criticized Curt's efforts in the past. I have to call them "efforts" because I can't bring myself to call what he does writing.

I'm sure Curt has a cadre of pals down at the sports bar

that think he's the very soul of wit. It wouldn't surprise me that their estimation of him increases with every pitcher of beer he buys.

Editor, I don't know if your faculty advisor has talked to you and your staff about journalistic ethics, editorial responsibility and the importance of language. If they haven't, maybe it's time they did. If they have, they might want to consider going over these things again.

Express your opinions in a

way that will convince us that your ideas are important and that you've given them consideration. I'm including to believe your faculty advisor will agree with me about this.

So, Curt, you want me to shut the f--- up. I'd be happy to oblige son...I will if you will.

Sincerely,

Dennis Moore  
UNO Staff

Dear Editor,

I find it rather disheartening that so many people are misunderstanding the facts.

In a recent report, Tony Dreibus ("Veterans Questions Holiday Break," Jan. 19) wrote on Veterans dislike of having Martin Luther King day off and not having Veterans day off.

I found it strange that Mark Ermeling, the veteran, would be making any comparison between these two holidays. Mr. Ermeling is making some statements as though he is the mass of the veterans voice on campus. Most of the veterans I have talked to have a problem with statements as presented by Mr. Dreibus.

I feel Dr. King's accomplishments and philosophies make him one of the most prominent figures in the civil rights movement and I personally admire him greatly for his teachings.

James W. Peoples  
UNO Staff

## Gateway Editorial/Letter Policy

Opinions expressed are not necessarily those of the University of Nebraska at Omaha or the University of Nebraska Board of Regents. Opinions in columns and letters to the editor do not necessarily reflect the opinion of the Gateway staff or the Publications Committee. Letters to the editor will be selected for publication on the basis of timeliness, clarity and available space. The editor reserves the right to edit all letters for publication. Letters must be signed using the writer's first and last names. Letters must include the writer's address and phone number for verification purposes only. Letters to the editor exceeding two typed pages will not be considered for publication.





This is the second of the Gateway's "Ask the Computer Guy" series. The purpose of this series is to simplify the complexity of technology. We encourage the UNO community to E-mail the Computer Guy questions and get answers every other Tuesday this semester.

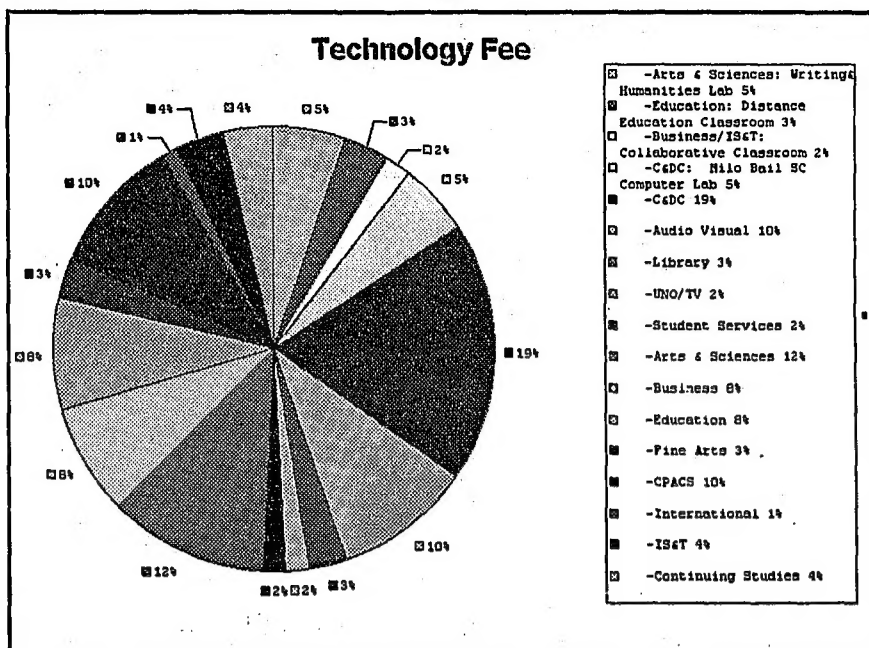
Pete Wetzel  
Computer Guy

**Dear Computer Guy:**  
While paying for my next semester at UNO, I found out that I have to pay \$75 for a "technology fee." Why is that and what does it go for?

-A Thrifty Student

**Dear Thrifty Student:**  
Ahh, the "technology fee." The fee has been a wonder for most students as they continually write out checks for it. That's because the technology fee isn't posted in any public forum for UNO students to find.

The technology fee actually isn't a flat rate, each student has to pay \$5 per credit hour to this fund. Hence, you are paying \$75 because you are taking 15



credit hours.

The fee was created by a university committee known as the Technology Task Force. Their purpose was to ensure that UNO does not fall behind in technology and will be prepared for the year 2000.

The technology fee is divided among three main sections: Project Proposals, Campus Central Organizations and College Based Student Technology. Altogether, the technology fee is projected to accumulate \$1,464,000 for the 1998/99 school year.

The Project Proposals consist of four main goals set by the Technology Task: Writing and Humanities Labs for Arts & Sciences, a

Distance Education Classroom for the College of Education, a Collaborative Classroom for the Business and IS & T colleges and the computer lab in the Milo Bail Student Center. Altogether, the proposals will cost \$231,000 and make up 16 percent of your total fee.

The Campus Central Organizations portion allocates \$512,400 (35 percent) to five areas: Campus Computing and Data Communications (19 percent), Audio Visual (10 percent), the library (3 percent), UNO/TV (2 percent) and Student Services (2 percent). This part is mainly for replacing and upgrading the technology in

these departments.

The final section accounts for the remaining 49 percent and \$720,600 and embodies all of the computer labs and technology centers within each college. The amount allocated to each college is dependent on enrollment and the number of credit hours students are taking in each college.

If you believe the technology fee is not used effectively or should not exist, you can do something about it.

Stop by the UNO Student Government office in the Milo Bail Student Center or E-mail the senator of your college.

## Techno Lingo

### ISP (Internet Service Provider):

An Internet Service Provider is the agency who connects you to the Internet. Whether it be a dial-up connection or by network (what we have at UNO), your computer must connect to a server which allows Internet traffic to come to you. It is a lot like your local post-office. Without the post-office, nobody would pick up your mail or deliver mail to you from the outside world.

**E-MAIL YOUR QUESTIONS TO:**  
**COMPUTERGUY@UNOMAHA.EDU**

### AVIATION: NASA HONORS STUDENTS

from page 1

They showed us some flight data recorders and the black boxes," Kane said.

The seminar lasted five days and impacted these students' lives.

"After the conference I decided that I am definitely

going to get a Ph.D. in public administration and I would love to work in Washington. It definitely gave me a much better view on how much one person can change aviation policy," Kane said.



From left, UNO students Mary Schaffart, Karisa Kane and faculty advisor Michaela Schaaf. Photo courtesy of the UNO Aviation Institute.

*We're becoming BIGGER  
and BETTER!*

*Check out the new pull-  
out Arts & Leisure section  
in this Friday's Gateway.*



## College Press Exchange

[illegible]



## DISORDERS: Education, Honesty, Seeking Help Are All Key To Help Fight And Prevent Eating Disorders

from page 1

or continuous overeating.

Signs of these three serious, life-threatening conditions can be seen in people who fear gaining weight and are reluctant to disclose their weight.

"It's (eating disorders) an epidemic," Pettit said. "American culture with the ideal women and the mixed messages, starts affecting women pre-junior high school. Young women begin getting mixed messages about their bodies."

UNO Senior Melissa Buck believes the media plays a large role in shaping how women perceive themselves in today's society. "The images portrayed in magazines and on television encourage women to have this unreachable goal for beauty. They believe thinness equals beauty."

Founder of Women to Women and board-certified obstetrician-gynecologist Christiane Northrup agrees, societal pressure is a contributing factor. In the 1940s

and 50s, the common model had a small tummy and weighed eight percent less than the average American women. The average Miss America recipient was five foot four inches tall and weighed 132 pounds. Today, the common model weighs 22 percent less than the average American women and you can judge Miss America for yourself.

With so many women and men trying to obtain the "perfect body," eating disorder prevention has become important. Education is key because it can clear up judgmental or mistaken attitudes about food, body shape and eating disorders. The counseling center in the Eppley Administration Building and the Women's Resource Center in the Milo Bail Student Center are good sources of information. Early detection and prompt treatment can increase the chances for a quick and complete recovery.

If prevention is too late, the following are ways to

help a friend with an eating disorder:

Educate yourself. As with prevention, knowledge is the number one tool.

Know the facts and myths about nutrition and exercise. The facts will help you reason against any excuses your friend may be using to maintain their disordered eating patterns.

Be honest. Talk openly and honestly about your concerns with the person who is struggling with eating or body image problems. Be caring but firm. Your friend must be responsible for their actions and their consequences. Avoid making "rules" or exceptions you cannot or will not uphold.

Get professional help. Pettit said UNO Counseling Services is a good place to start if you feel you or someone you know is in trouble. After assessment and brief counseling they can make referrals to extensive treatment in the Omaha community.

The following is an eating disorders symptoms checklist provided by the Nebraska Health System's Eating Disorder Program. If you respond affirmatively to these symptoms for yourself or someone you love, it may be important to consult a professional.

- I worry a great deal about gaining weight.
  - I avoid foods because of the fat, carbohydrate, or sugar content in them.
  - I often think about wanting to be thinner.
  - I am bothered by the thought of having fat on my body.
  - I feel guilty after eating.
  - I feel that food controls my life.
- During the last six months I have had episodes when both of the following have applied:
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  - I have had binge-eating episodes.
- During the past six months I have done one or more of the following:
- Self-induces vomiting in an attempt to control my weight.
  - Taken laxatives in an attempt to control my weight.
  - Restricted my eating in an attempt to control my weight (Restrictive eating = less than 500 calories a day or skipping two or more meals in one day.)
  - Taken diuretics (water pills) in an attempt to control my weight.
  - Exercised in an attempt to control my weight.
  - Exercised to control my weight even when injured, sick or against a doctor's orders.
  - During the last six months my exercising to control my weight has significantly interfered with other activities.
  - My concerns or behaviors about eating or weight interfere with my relationships, academic/work performance, and/or cause me a great deal of stress.

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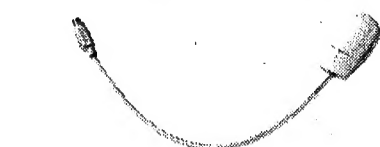


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# FROM THE PRESIDENT'S CORNER

BY STUDENT PRESIDENT/REGENT JON SHRADAR

In a recent Daily Nebraskan article, I was amazed to read about a plan to create seats in the University of Nebraska-Lincoln's Student Senate for "under-represented groups."

The story was about a constitutional change in their Student Government. The change does provide for some good, like revamping seats in their senate to represent both class level and college, like UNO's, but the five extra seats to be voted on are clearly unconstitutional.

There has been much discussion on our campus about this same issue. And there are a lot of people that would like to create seats to be filled by different minor-

ity groups exclusively.

This is dead wrong.

If we were to create a seat for African Americans, gays and lesbians, Hispanics and many other social minorities, then we get lost in the idea of democracy.

First off, we would have to also create seats for guys like me, maybe we could call it the "fat white guy" seat. This kind of attitude would be across the board and everyone and their sister would be asking for a special seat.

I will do everything within my "figurehead" power to see that nothing like this proposal reaches UNO's Student Government. But what I will do is encourage any

minority to come and apply for a student government position and I will personally see to it that you get involved.

So if you have any friends that go to Lincoln, call them and make sure that in March they vote against this evil constitutional amendment. If this passes in Lincoln you can guarantee it will quickly spread to our fine institution.

Recently in our office this same discussion has become very heated. The issue of minority involvement is valid and needs to be looked at, but this law change is wrong. Hopefully this amendment will fail and we can go on enjoying democracy.



**Editor's Note:**

Student President/Regent Jon Shrader will be addressing various topics in "From The President's Corner." This will be featured in the first Tuesday of every month in *The Gateway*.

## UNO Student's Life Gone To The Snakes

Ann Lindénmuth  
Staff Writer

Snakes around these parts know that if they need a place to "hole" up for awhile the Fogell door is always open.

Dan Fogell and his wife are currently sharing their den with 12 snakes, including a Boa Constrictor, a Bushviper, and various types of Ratsnakes.

Fogell, a UNO biology teaching assistant, captured his first snake when he was 10 years old. "I kept it in a coffee can and took it out and played with it then turned it loose at the end of the summer."

Fogell first became interested in studying snakes academically at age 25 when he made the decision to specialize in herpetology—the study of reptiles and amphibians. What excites him about snakes is that they have to survive in the same world we do, but without limbs; "they're the underdogs of the animal kingdom."

His study site is located in Gage county where he has captured two Great Plains Ratsnakes, 2 Black Ratsnakes, and 2 snakes that he suspects are hybrids, or snakes that have bred out-

side their species. "I have to do genetic testing, a DNA analysis, to find out for sure," Fogell said. "I won't do that until I have more specimens in the spring."

Fogell is studying the different habitats of Timber Rattlesnakes for his master's thesis. He said these snakes are unique in that each type of snake has a different habitat, and a different way of reproducing. The three types of Timber Rattlesnakes are males, gravid (pregnant) females, and nongravid females.

For his study, Fogell intends to capture two male Timber Rattlesnakes, 2 gravid females, and 2 non-gravid females and surgically implant them with a p.i.t. tag, or passive integrated transponder, and re-release them back into their natural habitat. He will track the snakes down four to five times a week to record their temperature and preferred habitat.

The males travel the furthest away from the hibernaculum, or den site, to find a female and to feed; they do this to reduce competition for nongravid females. However, in order for a

male to mate with a female he must first have a "combat ritual with another male, so there actually has to be competition in order for a male and female to breed," said Fogell.

The gestation period of a gravid female is five months and during that time she does not travel more than 100 meters from the den site. Timber Rattlesnakes are born alive. The female stays with her young for a week, and then returns to the den to prepare for hibernation.

"Rattlesnakes are unique in that they show at least some sort of limited maternal care," Fogell said.

The juvenile snakes will follow the pheromone, or scent trail, left by other females and adult males back to the hibernaculum.

Although the Timber Rattlesnakes are threatened with extinction, they show a strong survival instinct to breed, Fogell

said. In the fact, the males have been known to travel up to a mile to find a female to breed with. The females show a strong will to survive when four or five gravid snakes will group together under one rock to fight off other creatures that threaten to kill them.

"These snakes have behavioral characteristics that we've always identified with humans—they go to great lengths to care for their young," Fogell said. "This is a way to get a little positive press for snakes. Anytime a snake does something somewhat human, it is impressive to humans."



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## Colleges Challenged On Affirmative Action

College Press Exchange

**C**CHARLOTTE, N.C. - The conservative John Locke Foundation is taking its legal arguments for ending affirmative action in college admissions to some key policy-makers for the state's campuses - trustees.

In a joint project with the Center for Individual Rights, the Raleigh-based think tank has published "Racial Preferences in Higher Education," a new handbook the foundation plans to begin mailing this week to trustees of every public and private college and university in North Carolina.

Locke Foundation President John Hood says he hopes the 38-page "Racial Preferences" handbook educates trustees on the status of affirmative action law and spurs them to take a closer look at the admissions policies on their campuses.

The handbook outlines what are generally regarded as illegal uses of race in admissions and financial aid, such as using quotas or creating different pools of applicants for different races.

It also argues that colleges are on weak legal ground when they use race as a "plus factor" in individual admissions cases - a practice that North Carolina university system leaders contend is legal.

With attacks on affirmative action multiplying across the nation, North Carolina university system President Molly Broad directed campuses in late 1997 to review affirmative-action programs - and change them, if necessary - to comply with current law.

The review prompted some schools to change practices, and UNC Charlotte dropped race as a

factor in its admissions.

But admissions offices continue to use race as one of many factors in choosing students at North Carolina State University and UNC Chapel Hill, North Carolina's two most selective public schools.

The handbook argues that recent court decisions have called into question the legality of "using race to achieve any sort of diversity."

But university officials say using race as one of many factors is permitted under the Bakke decision, a 1978 U.S. Supreme Court ruling that forbids racial quotas but allows colleges to use race as one of many factors.

"I don't see any evidence of a great ground swell ... that says Bakke's bad law and we are at some hazard or risk if we continue to treat it as an appropriate set

of guidelines," says the university system's Dick Robinson, assistant to the president for legal affairs.

But Hood disagrees.

"I believe a number of college boards are being misled by their own staffs," he said. "I think the UNC system in general is being misled. My view is they're going to be sued sooner or later, and they ought to start changing their policies. I think it's a forgone conclusion that State and UNC need to change."

The Center for Individual Rights, co-publisher of the new handbook, is a public interest law firm that has represented students in affirmative action cases, including Hopwood vs. Texas, which struck down an admissions policy that gave preference to blacks and Hispanics at the University of Texas law school.

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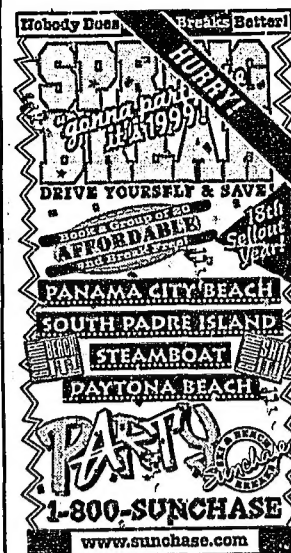
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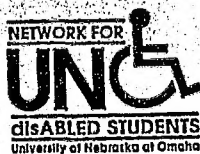
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# Mavs Split Weekend Series With Niagara

Andy Nordmeier  
Sports Editor

## Niagara hammers UNO 8-2 Friday

The UNO Maverick hockey team knew they were in for a long night Friday night against the Purple Eagles of Niagara when Riku Suuriniemi scored against Maverick goaltender Jason Mitchell just 15 seconds into the game.

"We scored on the first shift and we had good puck luck," Niagara head coach Blaise MacDonald said.

The night grew longer as the Purple Eagles (12-8-2) scored seven more goals en route to an 8-2 whitewash of the Mavericks (5-21-0) in the Omaha Civic Auditorium.

"Our guys didn't show up," Maverick head coach Mike Kemp said, "I thought we'd come out much more mentally prepared."

After the first goal, Niagara added a second one at the 3:36 mark and used their power play to put it home.

"The last five games have been kind of sub-par," Isherwood said, "we wanted to come here and turn things around."

The Mavericks did cut the gap to 2-1 late in the period when forward Shane Glover one-timed the puck

past Greg Gardner for his fourth goal of the season. The four-on-four tally came at 16:33.

In the second period, the Finnish flavor of the Purple Eagles came through and the goals did as well.

While the Mavericks were trying to get Mitchell off for a sixth attacker on a delayed penalty, the coaching staff had seen enough of him and sat him on the bench for the rest of the game.

The Mavericks tried to battle back and cut the lead down to three when Dave Noel-Bernier scored his fifth goal of the year at 17:08. Allan Carr picked up the assist on the goal bringing the crowd back to life.

Eight seconds later the house grew silent as Sivonen took the draw from center, rushed down the left-wing side and beat Sidoruk from about 30 feet out for his second tally of the night and a 6-2 Niagara lead.

In the third, the Purple Eagles kept beating on the already black and blue Mavericks as they scored twice more.

First, DeSantis netted his second of the night at the 9:04 mark. Makela assisted

on the goal putting Niagara up 7-1 and Isherwood, the team's leading scorer, got his name on the score sheet with is 17th of the year at 12:17. Isherwood's goal came on the power play and Niagara finished the night 3-for-10 with the man advantage.

"This was obviously not an 8-2 game," MacDonald said.

All told, the Finnish trio of Sivonen, Suuriniemi and Makela finished with a combined four goals and five assists on the night. MacDonald said they had been struggling earlier and were trying to get their confidence back.

With smiles coming out of the Purple Eagles locker room, the Mavericks were embarrassed about the final score.

"We have got to get one (win) to redeem ourselves," Noel-Bernier said, "This was embarrassing. Everybody's got to be ready tomorrow."

The Mavericks and Purple Eagles hit the ice again tomorrow night at 7:35 p.m. in the series finale.

Ryan Clifford  
Staff Writer

## Mavericks rally to win 3-1 Saturday

Saturday night's game against Niagara will go down as one of the better games for the Mavericks this year. It was a come from behind win for the Mavericks. The Mavs, 0-12 when trailing after two periods scored a string of goals in the third period.

The game started off good for Niagara, the Purple Eagles got off some good shots on goal but they were stopped by UNO goaltender Kendall Sidoruk.

UNO wasn't looking good in the first period but they were able to keep from giving up any goals to Niagara. UNOs Jason White was knocked out of the game on the first shift when he was hit in the back of the neck and sent into the boards by a Niagara player. He later returned in the first period but ended up leaving the game a short time later.

It was starting to look like the second period was going to be all Niagara, when Todd Elliott scored his second goal of the season and the games first goal for the Purple

Eagles. After that it was Mavs who started to get control of the game. They out-shot the Purple Eagles 14-5 in the second period.

The third period didn't start out well for the Mavs. UNOs James Chalmers received a five-minute major and called for the game for a check from behind. Niagara then played UNO hard with a 5 on 4 advantage. Elliott then got sent to the penalty box for charging and then it was evened up again.

Niagara's Thomas Clayton then received a two minute penalty for high sticking and it was all Mavericks from there.

With a 5-on-4 advantage, 11:01 into the third period and down by a goal, UNO scored its first goal of the game on a power play.

With 13:09 into the third period Shane Glover put UNO into the lead and eventually the game winning goal, with assists

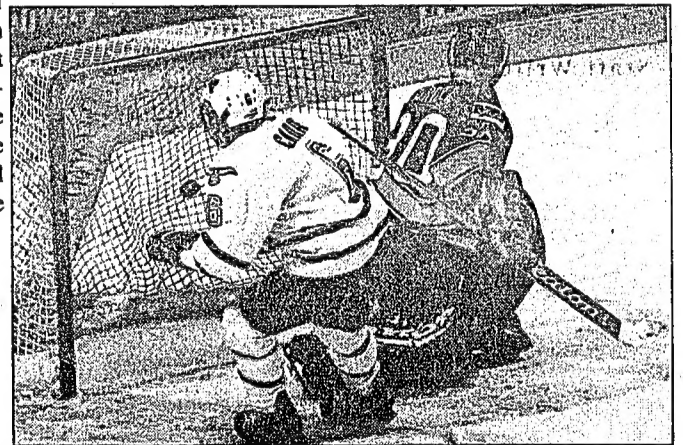
coming from Derek Reynolds and Josh Lampman.

"Last night was an embarrassing night, but tonight everyone came prepared and we took it too them and held on," said UNOs Shane Glover.

Less than a minute later UNO scored the final and goal putting the game away. With 14:02 in the third period Jason Cupp sealed the win for the Mavs. Tom Kowal also got his second assist of the night on that play.

The impressive way in which UNO scored their first goal was that they were able to convert the power play. Niagara is a very good penalty killing team. Niagara has been able to kill the power play 85 percent of the time.

"We haven't won a game like that after the third period. The players really gutted it out," said Mavericks Head Coach Mike Kemp.



## Mavs Qualify Two More For Nationals

Andy Nordmeier  
Sports Editor

The Maverick track and field team put on another strong performance at this weekend's South Dakota Invite including two NCAA provisional qualifying marks and a school record falling.

The record that fell over the weekend was the triple jump and Cathy Craig beat her old record of 38 feet, one inch it with a distance of 38 feet, 10 3/4 inches. Craig's distance was also one of the two provisional qualifying marks set at the meet as well.

The other qualifying spot went to Sandy Derby in the 400-meter run when she crossed the line in 57.31 seconds, establishing a meet record in the process.

The Mavericks also won two other events on the day. Shannon Williams took the top spot in the 800-meter

run in a time of 2:20.63. Tara Biloft won the 3000-meter run in 10:29.65.

At the meet, the only events that were being run were the ones in the national meet which comes up in about five weeks' time. The Mavericks didn't use any of their relay teams at the meet as well keeping the pole vaulters and high jumpers out of action.

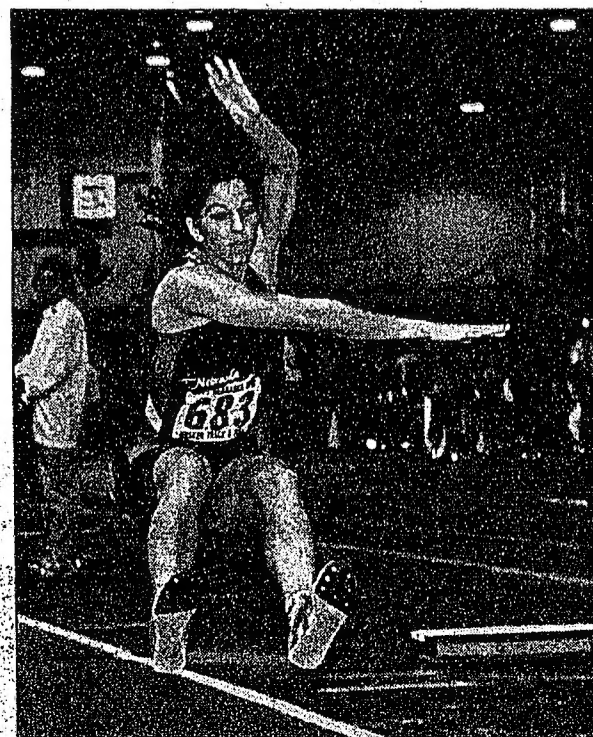
Other strong performances came from Jamie Cason who placed fourth in the weight throw and fifth in the shot put. Karisa Foight also had a strong showing in the 400-meter run as she finished second to Derby in addition to a fifth in the 55-meter dash.

LaShonte McReynolds was a surprising eighth in the 55-meter hurdles in an uncharacteristically slow time of 8.87. The reason for that was she lead with the wrong leg on the first hurdle and then recovered from

there.

Next week, the Mavericks head to three different destinations. Part of the team will head to the Nebraska Wesleyan Open in Lincoln, Neb. for a meet on Feb. 4. Other members of the team will travel back to the University of South Dakota for a meet there on Feb. 5. The Mavericks trying to qualify for the national meet will be in Lincoln, Neb. on Feb. 5-6 at the Frank Sevigne Invite, the place the Mavericks have historically fared well at and qualified runners for the national meet as well.

(EDITOR'S NOTE: The 55-, 400-, 800- and 3000-meter runs, the 55-meter hurdles, mile run, 4x400-meter relay, pole vault, triple jump, high jump, long jump, shot put, and 20-pound weight throw are the events in the national meet.)



UNO Maverick Cathy Craig leaps just before completing the triple jump at a recent competition.

Chris Machlan



# Maverick Swimmers On Fire

Andy Nordmeier  
Sports Editor

The Maverick swimming and diving team once again proved their agility in the water this past weekend when they set the pool on fire at the Washington University Invitational in St. Louis Missouri.

The Mavs placed second overall with a 674 points, beating nine other schools at the invite.

Their second place slot was due in large part to the fiery performances of the Mav relay teams.

"All of our relays won

and set team records," Mav head coach Todd Samland said.

The Mav relay teams won all five relay events in the invitational, including the standard 200-meter and 400-meter freestyles, the 200-meter and 400-meter medleys along with the lengthy 800-meter freestyle. The Mav team won the 800-meter with a time of 8:13.31, practically extinguishing the second place Washington University relay team who came in second with a time of 8:21.46.

In addition to the five relays, the Mavs won seven

individual events for a grand total 12 out of 20 events. In the process they set a total of 21 season bests and seven individual team records.

"The number of season bests was just outstanding," Samland said.

Although it seemed that the invitational could not have gotten better, Mav swimmers Tasha Soby and Aimee LaFave used their great performances to make the B-cuts for Nationals, joining Mav diver Aja Wurth and fellow Mav swimmer Jamie Haferbier on the roster for Nationals.

Soby not only made B-cuts (a provisional qualifying time) in the 200-meter backstroke with a time of 2:10.51, 50-meter freestyle at 24.91 and 200-meter individual medley at 2:00.62, but she also won those events as well.

LaFave also

made B-cuts for nationals by placing second in the 400-meter individual medley with a time of 4:48.42 and by winning the 200-meter butterfly at 2:13.80. LaFave also won the 100-meter butterfly with a time of 1:00.87, beating the competition by almost three seconds.

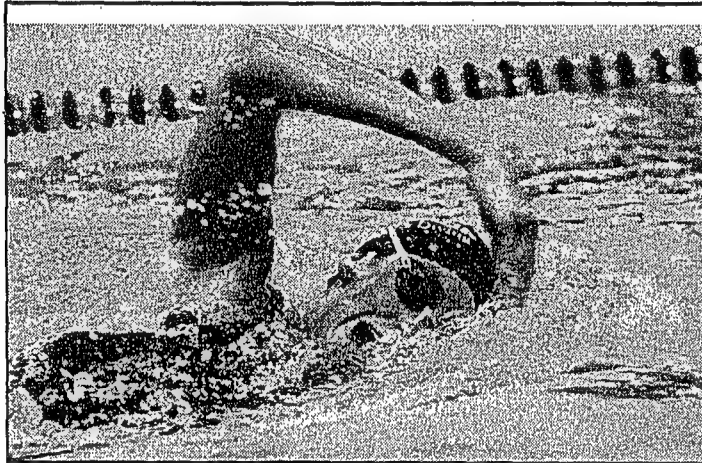
Additionally, fellow Mav swimmer Jodie Haferbier won the 100-meter backstroke with a time of 1:04.31 while twin sister Jamie Haferbier placed first in the 100-meter freestyle with a time of 55.73.

"We had some very good swims, we got to see the benefits of our season," Samland said.

The Mavs don't compete again until the North Central Conference meet February 18-20 in Grand Forks, North Dakota.

UNO Maverick Jose Medina takes down UCO's Jeremiah Constant Friday night in photo below.

SH Steve Houlton



## Mav Wrestlers Dominate Despite Key Injury

Joe Lindell  
Staff Writer

Super Bowl weekend was super, indeed, for the nationally-ranked Maverick wrestling team.

Friday night, the Mavs played host to the University of Central Oklahoma. Although the final score was 21-18, it was hardly a close contest.

The Mavericks built a commanding 21-9 lead in the team standings after a pin by heavyweight Jerry "Big Country" Corner. Corner, the top-ranked heavyweight in Division II, made Jim Beshears' shoulders hit the mat in just under two minutes for the win.

The lead was diminished only by a narrow 2-1 decision that Central Oklahoma's Brock Moore scored over Maverick 133-pound wrestler Ricky Frausto and the forfeiture of the 125-pound weight class due to Maverick All-American Mack LaRock being injured.

Friday's match started at the 141-pound class and the Mavericks won five of the first six matches to seize a lead they wouldn't relinquish.

Saturday night saw more of the same as the Mavericks rolled over the seventh-ranked team in the nation, the University of

Nebraska-Kearney Antelopes by a count of 30-10. The Mavericks won all but two of their matches.

The 133-pound weight class was the Antelopes' only victory as Frausto fell to Kearney's Chad Flores 13-4. Without that win and UNO's forfeiture at the 125-pound class, the Antelopes would have been blanked.

The Mavericks were dominant from top to bottom. "Big Country" showed everyone why he is the top-ranked heavyweight wrestler in the nation with his second period pin over Antelope freshman Bob Murphy that raised his record to 22-3.

The only really close match was between top-ranked Braumon Creighton and No. 4 Troy Keisweter. Creighton was up to the task and pulled it out with a narrow 3-2 victory.

The most exciting match of the night was between Maverick junior Boyce Voorhees, ranked No. 5 nationally, and Antelope senior Joe Renfro, ranked No. 6.

The match was tied at 2-2 with only a few seconds remaining in the final period. Then Voorhees exploded to pin Renfro with only one second left on the clock. The Maverick-partisaned crowd erupted as the referee slammed the mat announcing the last-second pin.

The loss at 133 and the injury to LaRock are areas of concern for Maverick head coach Mike Denney.

"The 133-pound weight class is still up in the air. Maybe we'll let our three wrestlers wrestle it out on the mat (to decide who starts)," Denney said.

LaRock, who is ranked fourth nationally at 125-pound class, injured his ribs in practice last week and Denney expects him to be out for at least 2-3 weeks. Denney also misses LaRock's charisma.

"Mack is a real fireplug on our team. He's a real

leader," Denney said.

LaRock should be back in the Maverick lineup in time for the conference finals at the end of next month, according to Denney.

In the meantime, the Mavericks will have to rely on the leadership and dominance of wrestlers like Corner and Voorhees to keep their No. 2 national standing.

The Mavericks take their 6-2 dual record to the road as they will battle South Dakota State Friday night

WRESTLE, page 14



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Metro Credit Union, the financial institution that saves you money, is giving away two \$500 UNO scholarships. For your chance to win, simply complete an entry form. Registration will take place this Thursday (Feb. 4) near the bookstore in the Milo Bail Student Center from 11:00 a.m. to 1:00 p.m.

Two names will be drawn between periods of the Maverick's hockey game with the University of Manitoba on Friday night. You need not be present to win; winners will be contacted by phone.

Metro Credit Union, in addition to being a proud sponsor of UNO athletics, is proud to offer the students, faculty and staff a money saving alternative to high cost financial institutions.

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**Heather Price**  
Columnist



### UNO ATHLETES (AND STUDENTS) NEED DORMS

A long time ago, before the dinosaurs were born, I applied to college.

Being the strong-willed woman that I am I knew precisely where I wanted to go, the University of Nebraska...at OMAHA. UNO, not UNL; in no way, shape or form did I want to attend college at the University of Nebraska-Lincoln. I didn't care for the atmosphere, I didn't like the campus, but most of all, I did not under any circumstances want to have to live in a dorm.

However, the second I got to UNO, I became one of those people, the ones who think dorms are a great idea for UNO, and I've remained one ever since.

Now I know some people, mainly those who bash UNO but still go here (anyone else confused by that idea? Heellllloooo, if you hate it, SWITCH SCHOOLS!), think the dorms are only going to serve the athletes, which is definitely not the case. UNO's dorms are going to be a wonderful thing where international students, athletes, and regular students can live in a safe environment (provided any cars they may have remain parked at Aksarben, it's not

a threat, but a sincere and heartfelt concern, we need the parking on campus!) at a hopefully reasonable price. To those naysayers who will still try to say the dorms are only going to serve the athletes, I say no they won't, but they will support the athletes, and the athletes need all the support we can give them.

Now in no way am I or have I ever been an "athlete." I enjoy the occasional game of tennis or Ultimate Frisbee, but other than that I avoid sports like the plague. However, I feel this need to say to those of you out there (especially the ones who wear Husker gear on campus instead of Mav gear...do you know what school you go to?) UNO athletes are some of the hardest working people I have ever met, and if the dorms make their life a little bit easier, that's good.

I know athletes who take more hours than I do, maintain good Grade Point Averages, practice at least five days a week, compete all weekend, and then work as many hours as they can, (how would you like it if the NCAA gave limits on how much you could work?) These are the same students who work two jobs during

the summer saving up money for the school year and still workout almost everyday for the upcoming season.

How can you naysayers, who watch sports and attend school sporting events, not see the long hours of hard work, and dedication these athletes put in? What's wrong with you people? I have never seen so many people work so hard for so long, and they do it because they love it, and they do it for you. Yet, you naysayers attend the meets, cheer when they win and step all over the hard work they put in when they lose.

Now I know it may not be a big deal to some of you, but I'm tired of hearing people complain about the dorms, I think UNO needs dorms, and I'm sorry if I see the hard work and the long hours of practice, I'm sorry if I see the students from overseas that need a safe place to live, I'm sorry if I see the dorms as a good thing, but most of all, I'm sorry the naysayers can't see the benefits the dorms offer not only to the athletes but to the rest of the student body as well. I'm sorry they are blind to that.

???????  
?Why?  
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↓

Because we said so, that's why!

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[www.gateway.unomaha.edu](http://www.gateway.unomaha.edu)



## Women's Basketball Split With Worst-Two NCC Teams

Andy Nordmeier  
Sports Editor

The Maverick women's basketball team came away with a split last weekend as the battled the two worst teams in the North Central Conference (NCC).

The Mavericks beat ninth place South Dakota 61-39 Friday night before falling to cellar-dweller Morningside 77-70 Saturday night. Both games were on the road.

Against South Dakota (5-14 overall, 1-9 in the NCC), the Mavericks started the game by shooting a bleak 29 percent in the first half. South Dakota wasn't much better as they hit on about 30 percent from the floor. The Mavericks hit seven free throws in the first half to propel them to a 10-point halftime lead.

In the second half, the Mavericks shot a robust 40 percent compared to South Dakota's paltry 22 percent as the Mavericks outscored South Dakota 31-19.

For the game, Maverick forward Sarah Larson came off of the bench and scored a game-high 15 points and yanked down 11 rebounds. Larson was

the lone Maverick in double figures. Kari Kerkhoff, Christyn Malone and Jill Ohm each scored eight in the winning effort.

The Mavericks also held a tremendous advantage on the glass as they outrebounded South Dakota 59-34 including 22 offensive rebounds for the Mavericks. Kelly Gese led South Dakota with 13.

The Mavericks looked to complete a weekend sweep the next night at Morningside but got the shaft handed to them.

Morningside posted its first win of the year in the North Central Conference Saturday night as the Mustangs beat the Mavericks 77-70 in Allee Gym in Sioux City, Iowa.

The Mavericks were close to the Mustangs (5-15 overall, 1-10 in the NCC) in the first half and trailed by three points, 37-34, at the half. The Mavericks had more field goals but the Mustangs held the lead as they shot 64 percent from the foul line.

In the second half, the Mustangs shot 52 percent from the floor (13-of-

25) while the Mavericks faded away, hitting 38 percent. Morningside kept using the free-throw line to stay ahead as they hit on 18-of-27 there for the game.

Trish Martin led Morningside with 19 points and 16 rebounds. Martin was one of five Mustangs in double-digits on the night. The Mavericks had a pair of 20-plus point players pacing them in Amy Soenen (21 points) and Kim Birkel (20). After Soenen and Birkel, the scoring dropped off significantly. Christyn Malone pulled down 11 rebounds in the losing effort.

The one thing that was lacking this weekend was offense from Jennifer Mitchell. Mitchell, who was scoring about 16 points per game coming in to this weekend, was held to nine against Morningside and four against South Dakota.

The Mavericks (9-11 overall, 4-7 in the NCC) will have to regroup before hosting St. Cloud State and Minnesota State-Mankato this weekend in the Sapp Fieldhouse. Tip-off is set for 6 p.m. both nights.

## Apple's One-Shot Spot During Super Bowl Sunday Stirs Considerable Buzz

College Press Exchange

Fifteen years ago, Apple Computer changed the face of Super Bowl advertising with the first "event" ad, the compelling "1984" spot that many experts consider the single best TV commercial ever.

Now, after years away from the big game, Apple returns this Sunday with a one-shot spot that has already stirred considerable buzz at this month's Mac World convention and online at the company's Web site. Featuring HAL, the computer from "2001: A Space Odyssey," the commercial touts the Macintosh immunity to the Y2K bug and will run in one of the Super Bowl's prime ad slots: the first 60-second time spot after the opening kickoff.

The time will cost the company over \$3 million; the Fox TV network is getting an average of \$1.6 million for each 30 seconds of ad time.

But in the world of Super Bowl advertising that Apple itself helped to create, it may be money well-spent since recent surveys indicate up to 10 percent of the audience tunes in for the ads.

"There is much debate inside corporations about whether airing a commercial during the Super Bowl makes financial sense," said Douglas Stayman, an associate professor of marketing at Cornell University who monitors Super Bowl advertising. "But what is certain is that these pricey spots attract the world's attention and bring a good deal of prominence and attention to a corporation."

"Being on the Super Bowl carries a disproportionate amount of value in viewers' minds," said Ken Segall, creative director of the Apple account for the TBWA-Chiat-Day advertising agency. "It somehow gives you an aura of greatness and importance for being there."

That's the reason viewers will see a new Jerry Seinfeld-American Express ad; the Budweiser frogs finally speak; ads launching the new Intel Pentium III chip; the introduction of Crispy, the newest M&M; and the first network spot for the World Wrestling Federation which makes fun of the WWF in much the way ESPN spoofs itself in its ads.

The importance advertisers now give to their Super Sunday spots didn't always exist.

The ratings (usually the highest of the year) and the size of the audience (over 130 million viewers last year) were acknowledged during the first 17 years of the Super Bowl. But it wasn't until 1984 and the Apple ad for the Macintosh that the concept of advertising as an event took hold.

The spot, which cost a then-unheard-of \$1 million to make and aired only once, showed a group of people apparently held captive in a huge room where a Big Brother figure raved at them from a theater screen. A woman shatters the screen with a sledgehammer, symbolizing the liberating impact.

Apple hoped its new machine would have.

The commercial had such an impact on the public - it generated far

more post-game discussion than the 38-9 whipping the Raiders laid on the Washington Redskins - that advertisers began to use Super Bowl for the kick-offs of major campaigns, introducing new products and establishing brand names.

In subsequent years, the Super Bowl's ad lineup included Apple's controversial "lemmings" ad; the introduction of pop icons like Bud Lite's Spuds MacKenzie and Budweiser's croaking frogs; Ray Charles popularizing the line, "You've Got the Right One, Baby," for Diet Pepsi; Dennis Hopper's sneaker-sniffing sports fan for Nike; and - of course - the long-running Bud Bowl.

"In order to have your commercial stand out above the rest now, you need to create a spot that is more spectacular than the one that ran before," said Stayman. "The one thing advertisers don't want is their ad getting lost in the shuffle."

For some new companies, that has meant rolling the dice on a single Super Bowl spot. "Some companies spend entire ad budgets on this one event,

which doesn't seem like a good strategy," noted Stayman, "but I think making the Super Bowl part of one's ad campaign can be most beneficial."

This year, for example, HotJobs.com - a New York-based job search Website - will toss all \$2 million of its advertising budget at a 30-second spot in the game's third quarter. "We needed to step out in a big way," said Richard Johnson, CEO of HotJobs. "Running an ad in the Super

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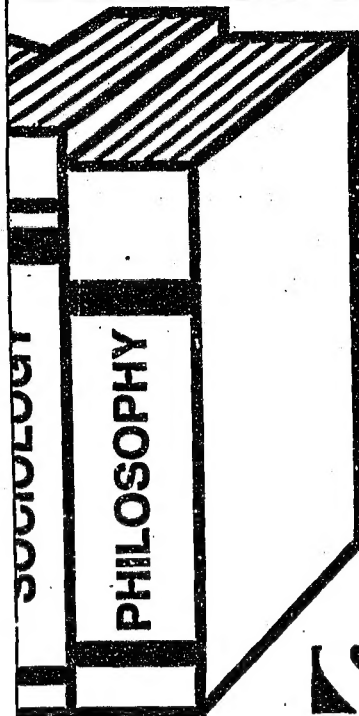
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## APPLE: Superbowl Sunday Spots a Hit?

from page 13

Bowl has lasting effects - it's not just 30 seconds."

Will it be worth the big expenditure? Ask the first Internet company to advertise during the Super Bowl: Auto-by-tel.com, an Irvine-based car dealer, that had been in business for less than two years when it bought an ad in the 1997 Super Bowl. It spent about 25 percent of its revenue to buy and make the ad.

But, according to founder Pete Ellis, revenue jumped so much after the ad appeared that they returned to advertise during the 1998 Super Bowl.

"We got a pretty big bang for the buck," he said.

Not that every ad works. "You bomb out," said Segall of TWBA-Chiat-Day, "and it hurts you."

The most recent example: the ill-fated 1997 Holiday Inn ad featuring a transvestite at a class reunion. It drew such flak that it was never shown again and Holiday Inn has not returned to the Super Bowl.

In fact, the controversy surrounding Apple's 1985 "lemmings" ad - viewers thought the sight of businesspeople walking off a cliff was too blood-thirsty - was one of the reasons the company decided to forego the Super Bowl for 14 years.

According to Segall, it wasn't until last summer that Apple decided to return to the big game: "Steve Jobs had suggested in the spring-time that we come up with an ad about the Y2K issue and we had kicked that

around for a couple of months without, frankly, much great success.

"Then this idea of using HAL came up in the early summer and we had an ad together within 48 hours and showed it to Steve. And he said, 'Why don't we think about this for the Super Bowl?'"

Segall said, however, that after buying the time, Apple and its ad agency began to second-guess itself. "We kept asking ourselves, 'Is this really what we want to run?'"

Finally, earlier this month, Apple asked Fox to resell its spot and - as late as Friday - the company was telling reporters that it would be not be represented on the telecast.

What changed minds

about airing the spot was the reaction to the commercial itself. HAL's eerily calm voice asks, "Dave, do you remember 2000 when computers began to misbehave?" In the end, HAL says: "You like your Macintosh better than me, don't you, Dave? Dave? Can you hear me, Dave?"

The relatively simple ad - it cost \$250,000 to produce - got a huge response at Mac World. Then over the next couple of weeks, an online version of the commercial was downloaded off [www.apple.com](http://www.apple.com) over 250,000 times.

"In the end, it got to be an easy decision to make because of the firestorm of reaction from people," said Segall.

## WRESTLE: Injuries Don't Stop The Mavericks

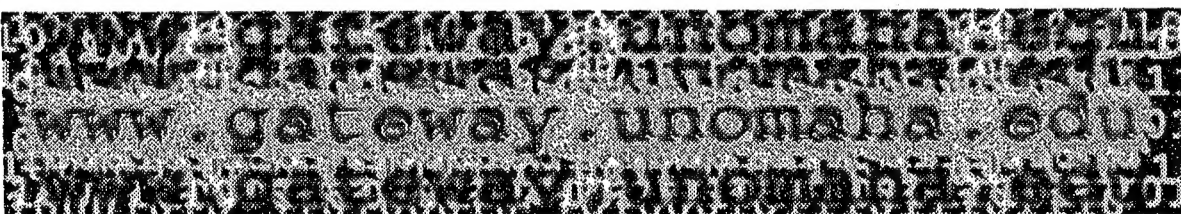
from page 11

and Minnesota State-Mankato on Saturday night in North Central Conference action.

Maverick Jerry Corner pins University of Nebraska-Kearney's Bob Murphy Saturday night at the Sapp Fieldhouse. It was one of two pins for Corner on the weekend.



CM Chris Machlan



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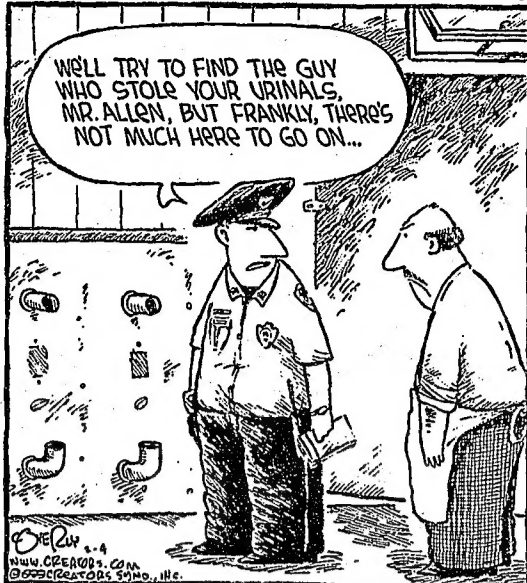
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To request an application packet, write: Russell B. Pulliam  
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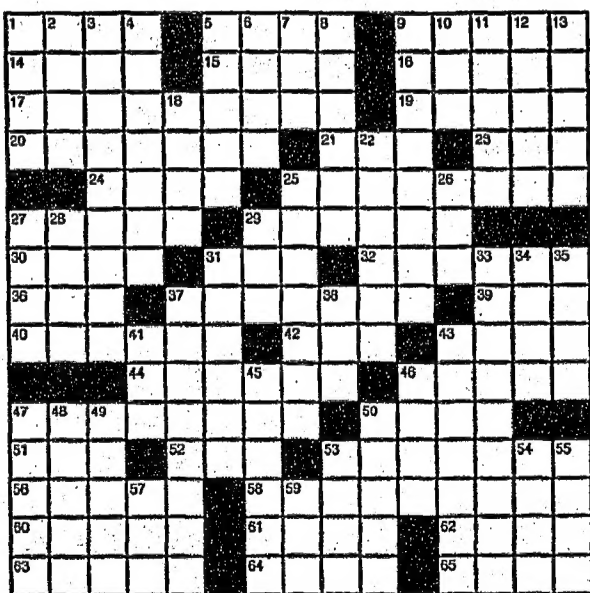
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**ACROSS**

- 1 Have aspirations
- 5 Eight bits
- 9 Flock youngsters
- 14 Welsh hero, — Glendower
- 15 Blaze a trail
- 16 Character in "The Tempest"
- 17 Follow-up troops
- 19 Misrepresent
- 20 Classifies
- 21 Arctic surface
- 23 Furthermore
- 24 Musical medley
- 25 Transactions
- 27 Character weakness
- 29 Actress Address
- 30 Little devils
- 31 Grounded bird
- 32 "The Hundred Secret —"
- 36 Regular guy?
- 37 Run lightly
- 39 Lennon's widow
- 40 Netanyahu's land
- 42 Loony
- 43 Drop heavily
- 44 Bounded upward
- 46 Houdini's last name
- 47 With less delay
- 50 Dog tired
- 51 Moray —
- 52 Bikini top
- 53 — Trail
- 56 Move upward
- 58 Type of finch
- 60 Carried
- 61 This place
- 62 By mouth
- 63 Medley meals
- 64 Actor Montand
- 65 Catches on

**DOWN**

- 1 Israeli dance
- 2 Has debts
- 3 Heavy fog
- 4 Signs up
- 5 Popeye's nemesis
- 6 Affirmative votes
- 7 Black goo



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2/1/99

- 8 Whirlpools
- 9 Tagger
- 10 Exist
- 11 Italian city
- 12 Entity
- 13 Luges
- 18 Minute granules
- 22 Produced an effect
- 25 Ringo, e.g.
- 26 Writer Fleming
- 27 800 islands in the Pacific
- 28 O.T. book
- 29 Actress Thurman
- 31 Cream-filled dessert
- 33 Card game for one
- 34 Adam's grandson
- 35 Pacifying offers
- 37 Gardens
- 38 Steno book
- 41 Pint drink
- 43 Wetland area



- 45 Nifty
- 46 Harmless cysts
- 47 Does ushering
- 48 H. Ross —
- 49 Privileged few
- 50 Military installations
- 53 Tender spot
- 54 Chelsea apartment
- 55 Building branches
- 57 Put in stitches
- 59 N.T. book

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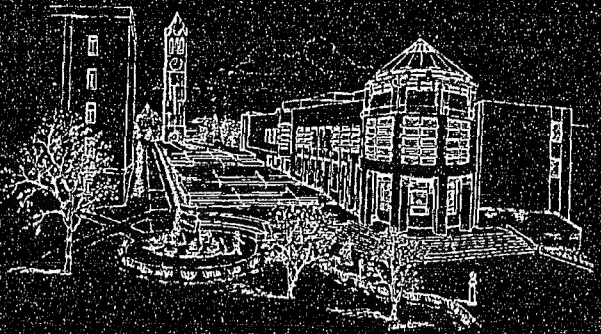
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# MBSC Activities

The Milo Ball Student Center is a division of Student Services and Enrollment Management



## Tues., Feb. 2nd

7 am Catholic Campus Ministry  
7:30 am UNO Ambassadors  
8 am Criminal Justice  
9 am Facilities Management  
9 am Take Pride UNO  
12 noon E.O.P.A.  
12 noon Quest  
1 pm Master Success  
2 pm Public Relations Students  
2:30 pm Sigma Iota Rho  
5 pm Alpha Xi Delta  
7 pm Alpha Xi Delta

## Wed., Feb. 3rd

8 am Deposition Meeting  
9:30 am Student Affairs

11 am Multicultural Programs  
11 am Traffic Appeals  
12 noon Latino American Students  
12 noon A.A. Meeting  
12 noon Advisory Board  
12 noon African American Organization  
12 noon Chapter Summary Bible Study  
12 noon E.O.P.A. Board  
12 noon Intensive Language  
12:30 pm Recruitment  
12:30 pm Air Force R.O.T.C.  
2:30 pm Student Programming  
2:30 pm Honors Week Committee  
3 pm International Students  
4 pm Golden Key

## Thurs., Feb. 4th

7:30 am Music Department  
8 am Criminal Justice

8:30 am M.B.S.C. Managers  
9 am Recruitment  
9 am "Consider This"-KVNO  
10 am Music Department  
11 am Chapter Summary Bible Study  
1 pm Music Department  
2:30 pm Panhellenic  
2:30 pm Administrative Systems  
2:30 pm Music Department  
3 pm Student Activities Budget  
6 pm Career Center (Census)  
7 pm Student Senate  
7 pm Delta Sigma Pi

## Fri., Feb. 5th

8 am Matador Training  
8 am Criminal Justice  
10 am Multicultural Support Services  
11:30 am Library

12 noon Interfraternity Council  
12:30 pm Recruitment  
2 pm Judicial Board  
2:30 pm Psychology  
3 pm Strategic Planning  
4 pm Pacesetter  
5 pm Campus Crusade  
5 pm Pacesetter  
6 pm Beta Alpha Psi

## Sat., Feb. 6th

10 am Zeta Phi Beta  
12 noon Theta Chi  
1:30 pm Delta Sigma Theta

## Sun., Feb. 7th

2 pm Sigma Kappa  
3 pm Alpha Kappa Alpha

5 pm Sigma Kappa  
5 pm Zeta Tau Alpha  
5 pm Theta Chi  
6 pm Lambda Chi Alpha  
7 pm Beta Alpha Psi

## Mon., Feb. 8th

9 am Conflict Resolutions  
10 am Beta Alpha Psi  
11 am Academic Planning  
11 am Zeta Phi Beta  
12 noon Goodrich Students  
12 noon Master Success  
12:30 pm Recruitment  
2 pm Graduate Council  
5 pm Academic Planning  
5 pm Chi Omega  
7 pm Beta Alpha Psi  
7 pm Campus Crusade

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All positions FT/PT/EVE/WKEND. Flexible schedule, no experience needed- just a great attitude. CAMILLE'S Dining-Bakery-Banquet. So. 12th and Harney

#### GO TO CAMP THIS SUMMER!

Nebraska's premiere resident camp YMCA Camp Kitaki located on the Platte River, is seeking applicants for Counselors, Lifeguards, Wranglers, Crafts, Ropes and Trips. We offer fun, friends, and the experience of a lifetime. Call YMCA Camp Kitaki in Lincoln for an application at (402) 434-9225, or e-mail campkitaki@aol.com

Do you love music? Do you want to break into radio? KVNO 90.7 fm has an immediate opening for a part time announcer. Hours are Monday through Friday from 2am to 6am. A background in music or radio production is helpful, but not required. This is a great ground level opportunity. Apply in Engineering room 200, or call Bill Jenks at 559-5866.

#### Entry Level Medical

World leading plasma collecting facility is looking for college students to work part time, evenings and weekends processing plasma customers. \$6.14-\$6.77 to start. Retention bonuses available. Contact Athena or Mark for more information.

Centon Bloservices  
3939 Leavenworth  
345-1477 EOE

**FREE LAUNDRY:** Wash World Coin Laundry is looking for attendants. All shifts available at any of our four Omaha locations. Competitive pay and benefit, which include free laundry and tanning. Apply today at 3010 St. Mary's Ave.

#### Outstanding Outdoor Educator

The 4-H Camps in Nebraska, located at the Nebraska National Forest-Halsey, Schram State Park-Gretna, and Harlan County Reservoir-Alma, are accepting applications for summer staff. Spend mid-May to mid-August leading youth in outdoor programs. You will be trained to teach nature, ropes/confidence course, canoeing, tubing, crafts, overnight camping, and many more programs.

You do not need to be in 4-H to apply. Application deadline: February 28, 1999. For information call: (308)533-2224 or email:rhdy025@unlvm.unl.edu

#### FREE RADIO + \$1250!

Fundraiser open to student groups & organizations. Earn \$3-\$5 per Visa/MC app. We supply all materials at no cost. Call for info or visit our website. Qualified callers receive a FREE Baby Boom Box. 1-800-932-0328 x 65 www.ocmconcepts.com

The Boys Town Intensive Residential Treatment Center is hiring for the following positions:

Behavior Technicians, Service Education Teachers, RN's, Therapists and Secretaries. We offer flexible scheduling, paid training, weekend and evening orientation, excellent benefits, tuition reimbursement and career ladder opportunities. Potential internships available. Please call Rachel at (402) 498-6393 for more information.

Receptionist/Optician Full and Part time positions. Good hourly wage plus excellent commissions and benefits. No Friday or Saturday Nights, No Sundays. Apply in person: Pearle Vision 7345 Dodge St. Omaha, NE 68114

Non-Smoker with car to take care of a 3 and 4 year old, 2 days per week 9am-3pm in my house, close to UNO area. \$5/hr call Chris at 558-3060 or 680-3509.

### HOUSING

APTS., HOUSES and sleeping rms. for rent, roommate lists - call UNO off-campus Housing Referral Service at 554-2383 or stop in the Admin. Office, Milo Ball Student Center.

University Village On-Campus Housing Opening August 1999 Limited spaces available for general, full time students Applications available at University Village Office S.O.L.D Office Area 1st Floor, MBSC 554-8555 Applications accepted starting February 15, 1999

### ATTENTION CLUBS &

ORGANIZATIONS  
PLACE

ADS ANNOUNCING  
YOUR

MEETINGS & EVENTS  
FOR ONLY 25 CENTS!!!

CALL JEN OR CAROL  
OR

STOP BY THE  
GATEWAY

554-2470 MBSC 115.